

Message Text

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E.O. 11652: N/A
TAGS: BEXP AFSP IN
SUBJECT: COUNTRY COMMERCIAL PROGRAMS-PRELIMINARY CONTRIBUTIONS
FOR FY-1980

REF: STATE 002688

1. INTRODUCTION/SUMMARY: WE HAVE CONSIDERED FOLLOWING KEY
FACTORS IN PREPARING COUNTRY COMMERCIAL PROGRAM (CCP)
FY-79 (TO BE SUBMITTED SEPARATELY) AND THIS PRELIMINARY
CCP FY-80. FIRST, OVERALL US/INDIA RELATIONS HAVE IMPROVED
DRAMATICALLY DURING PAST YEAR FOLLOWING RESTORATION OF
DEMOCRATIC GOVERNMENT IN INDIA AS EVIDENCED BY VISIT OF
PRESIDENT AND TWO LARGE CONGRESSIONAL DELEGATIONS TO NEW
DELHI IN EARLY 1978. SECONDLY, GOI IS EXPECTED TO LIBERALIZE
FURTHER ITS IMPORT POLICIES AND PROCEDURES WHICH SHOULD
RESULT IN ADDITIONAL PROSPECTS FOR US EXPORTS. THIRDLY,
ALTHOUGH INDIAN DOMESTIC ECONOMY IS PROJECTED FOR MODEST
GROWTH OVER NEXT SEVERAL YEARS, CERTAIN SECTORS,
WHICH ARE IDENTIFIED IN CCP'S, OFFER GOOD PROSPECTS FOR
INCREASED SALES OF US EQUIPMENT, MATERIALS, AND SERVICES.
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IN VIEW OF THESE FACTORS, WE ARE RECOMMENDING BELOW A
MODEST INCREASE IN US TRADE PROMOTION EFFORTS FOR FY-80
AND WOULD APPRECIATE ANY FURTHER PROPOSALS WHICH USDOC
MAY MAKE WITH RESPECT TO TRADE MISSIONS, SALES SEMINARS
AND/OR CATALOG SHOWS. BASED UPON THE FOREGOING, WE
RECOMMEND FOLLOWING PROGRAMS OF CAMPAIGNS AND SPECIAL
EFFORTS FOR FY-80: 1) COMPUTERS AND COMPUTER PERIPHERALS;

2) MACHINE TOOLS AND METAL WORKING EQUIPMENT; 3) CHEMICAL AND FERTILIZER PLANT AND EQUIPMENT; 4) PRODUCTION AND PROCESS CONTROL INSTRUMENTATION; 5) LEATHER PROCESSING, TANNING AND FINISHING EQUIPMENT; AND 6) POLLUTION CONTROL EQUIPMENT. CAMPAIGNS AND PRIORITY RANKINGS ASSIGNED ARE SUBJECT TO REVISION DEPENDING UPON CHANGES IN PRIORITIES OF GOI AND ON SPECIFIC FINDINGS EMERGING OUT OF MARKET RESEARCH CURRENTLY UNDERWAY OR PROPOSED. UNDER SECTION IV, INCREASED EMPHASIS WILL BE PLACED ON MAJOR PROJECT REPORTING RELATED TO POWER GENERATION AND DISTRIBUTION EQUIPMENT NEEDS IN VIEW OF TOP PRIORITY BEING ACCORDED TO THIS SECTOR BY THE GOI. POST'S WILL ALSO INITIATE ACTIONS TO DETERMINE REQUIREMENTS FOR IMPORTED EQUIPMENT AND TECHNOLOGY THAT MAY EMERGE AS RESULT OF GOI'S RURAL AND AGRICULTURAL DEVELOPMENT PLANS. A US AID PROGRAM IS BEING REINSTITUTED IN INDIA AND PROSPECTS FOR INCREASED US EXPORTS WILL BE IDENTIFIED AND REPORTED. END SUMMARY.

2. SECTION III - CAMPAIGN DEVELOPMENT

A. CAMPAIGN NUMBER 1 PRIORITY RANK:3

CAMPAIGN TITLE: COMPUTERS AND COMPUTER PERIPHERALS
OBJECTIVE AND RATIONALE: INSPITE OF THE CONCERTED GOI
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DRIVE FOR SELF-RELIANCE, INDIA WILL CONTINUE TO IMPORT BOTH COMPUTER HARDWARE AND SOFTWARE DURING THE NEXT SEVERAL YEARS. THE APPLICATION OF COMPUTER TECHNOLOGY IS BEING BROADENED AND IT IS LIKELY THAT INDIA WILL SPEND A MINIMUM OF DOLS300 MILLION DURING THE FIVE-YEAR PERIOD 1979 THRU 1984 ON IMPORTED COMPUTERS AND PERIPHERALS. WHILE INDIAN CAPABILITY IN THE PRODUCTION OF SOME COMPONENTS AND MINI AND MEDIUM SIZED COMPUTER SYSTEMS IS STRONG, TECHNOLOGICAL ADVANCES WORLDWIDE WILL BE DIFFICULT TO KEEP UP WITH WITHOUT SUBSTANTIAL IMPORTS OF BASIC HARDWARE AND PERIPHERALS AND THE SELECTIVE IMPORT OF TECHNICAL KNOW-HOW. THE CATALOG EXHIBIT PROPOSED FOR OCTOBER 1979 IS LIKELY TO TRIGGER ENOUGH INTEREST TO JUSTIFY A FURTHER CONCERTED EXPORT PROMOTION EFFORT DURING FY-1980. THE OVERALL OBJECTIVES OF THIS CAMPAIGN WILL BE TO INCREASE THE SALE OF US EQUIPMENT AND TECHNOLOGY.

B. CAMPAIGN NUMBER: 2 PRIORITY RANK: 4

CAMPAIGN TITLE: MACHINE TOOLS AND METAL WORKING EQUIPMENT
OBJECTIVE AND RAIONALE: INDIA HAS ATTAINED A

REASONABLE LEVEL OF SELF-SUFFICIENCY IN THE AREA OF
GENERAL PURPOSE MACHINE TOOLS AND SOME HEAVY-DUTY
AND SOPHISTICATED MACHINES INCLUDING VERTICAL AND
HORIZONTAL BORING MACHINES, METAL SPINDLE AUTOMATICS,
GEAR HOBBING MACHINES, HEAVY DUTY COPY LATHES AND
TRANSFER LINES. HOWEVER, FOR THE MORE SOPHISTICATED,
MULTI-PURPOSE, AND HEAVY DUTY MACHINE TOOLS AND
METAL WORKING EQUIPMENT, INDIA CONTINUES TO RELY
HEAVILY ON IMPORTS. ACCORDING TO PRELIMINARY
ESTIMATES, DURING CY 1977 THE TOTAL VALUE OF MACHINE
TOOLS AND METAL WORKING EQUIPMENT IMPORTED BY INDIA
WAS IN EXCESS OF DOLLARS 70 MILLION. THE LEVEL OF SUCH
IMPORTS IS LIKELY TO CONTINUE TO GROW BECAUSE OF THE
GOVERNMENT'S RENEWED EMPHASIS ON INCREASING THE PRODUCTION
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OF ENGINEERING PRODUCTS SUBSTANTIALLY TO MEET
EXPANDING DOMESTIC AND EXPORT DEMAND. THE PROSPECTS
FOR THE IMPORTATION OF SPECIAL PURPOSE, AND
NUMERICALLY AND COMPUTER CONTROLLED METAL WORKING
EQUIPMENT DURING THE FORTHCOMING FIVE-SEVEN YEARS
PERIOD IS RATED AS "EXCELLENT". MARKET RESEARCH
ON THE PRODUCT CATEGORY WILL BE CONDUCTED DURING
FISCAL YEAR 1978 AND THE RESULTS WILL ENABLE US INDUSTRY

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TO MAKE A MORE PRECISE ASSESSMENT OF SPECIFIC OPPORTUNITIES AND PROSPECTS. TENTATIVELY, WE BELIEVE THAT A TRADE MISSION OR A TECHNICAL SALES SEMINAR FOR THE PRODUCT CATEGORY WOULD BE AN APPROPRIATE TRADE PROMOTION VEHICLE FOR STRENGTHENING AND EXPANDING THE US MARKET SHARE.

C. CAMPAIGN NUMBER: 3 PRIORITY RANK: 5

CAMPAIGN TITLE: CHEMICAL AND FERTILIZER EQUIPMENT
OBJECTIVE AND RATIONALE: US-ORIGIN CHEMICAL AND FERTILIZER PLANT EQUIPMENT ENJOYS A HIGH REPUTATION IN INDIA. SUCH EQUIPMENT, WE BELIEVE, IS COMPETITIVE IN PRICE, QUALITY AND PERFORMANCE CHARACTERISTICS AND HAS AN EXCELLENT REPUTATION AMONG INDIAN END-USERS. DESPITE THESE APPARENT ADVANTAGES, THE CURRENT US SHARE OF THE MARKET IS ONLY ABOUT 11 PERCENT OF ESTIMATED INDIAN IMPORTS VALUED AT BETWEEN DOLS400-450 MILLION ANNUALLY. WEST GERMANY, JAPAN, AND THE U.K. JOINTLY SHARE MORE THAN 50 PERCENT OF THE INDIAN IMPORT MARKET. THE MAJOR REASONS FOR THE UNCLASSIFIED

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LOW US MARKET SHARE ARE: (A) THE GENERAL PAUCITY OF MAJOR US TECHNOLOGY ORIENTED PROJECTS IN INDIA; (B) THE INCREASED ADOPTION, IN RECENT YEARS, OF NON-US PROCESSES THAT EFFECT PRODUCTION EQUIPMENT CHOICE IN FAVOR OF OTHER COUNTRIES; AND (C) PERCEIVED LACK OF LONG-TERM EXPORT FINANCING FROM THE US. THE CONSENSUS AMONG INDIAN INDUSTRY SPECIALISTS IS THAT THE US SHARE OF THE MARKET HAS PROSPECTS FOR MOVING UP IF AN INTENSIVE SALES EFFORT IS UNDERTAKEN TO INCREASE THE FLOW OF AMERICAN TECHNOLOGY THROUGH THE LICENSING OF PROCESSES AND THROUGH THE MORE ACTIVE PARTICIPATION OF US CONSULTING AND ENGINEERING FIRMS IN INDIA. THE FASTEST GROWING END-USER SECTORS ARE FERTILIZERS, PETRO-CHEMICALS, ORGANIC CHEMICALS, PESTICIDES, PLASTICS AND PHARMACEUTICALS. DEPENDING UPON INVESTMENT AND GROWTH TRENDS IN THESE AREAS, A TRADE MISSION OR A CATALOG SHOW WILL BE RECOMMENDED DURING FY 1980.

D. CAMPAIGN NUMBER: 4 PRIORITY RANK: 6

CAMPAIGN TITLE: PRODUCTION AND PROCESS CONTROL INSTRUMENTATION

OBJECTIVE AND RATIONALE: WITH THE RAPID EXPANSION AND THE GROWING SOPHSITICATION OF THE PRINCIPAL INDIAN END-USER SECTORS (FERTILIZERS, CHEMICALS, PETRO-CHEMICALS, SYNTHETIC FIBERS, NUCLEAR/THERMAL POWER GENERATION, STEEL, AND PAPER) THE OVERALL IMPORT MARKET IN INDIA WILL CONTINUE TO EXPAND AT AN AVERAGE ANNUAL COMPOUND RATE OF GROWTH OF ABOUT 10-12 PERCENT. DOMESTIC CAPABILITY FOR THE PRODUCTION OF EQUIPMENT
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IS INADQUATE TO MEET FULLY DOMESTIC DEMAND. US-ORIGIN PRODUCTION AND PROCESS CONTROL INSTRUMENTATION ENJOYS A STRONG DEMAND BECAUSE OF QUALITY, DURABILITY, ACCURACY, AND SOPHISTICATION. DURING CY-1977, INDIA IMPORTED OVER DOLS34 MILLION WORTH OF PRODUCTION AND PROCESS CONTROL INSTRUMENTATION TO MEET THE SHORTFALL BETWEEN DOMESTIC PRODUCTION AND DEMAND. OF THIS, IMPORTS WORTH NEARLY DOLS6.5 MILLION CAME FROM THE UNITED STATES. IMPORTS FROM THE UNITED STATES DURING THE PAST THREE YEARS HAVE GROWN AT AN AVERAGE ANNUAL RATE OF ABOUT 30 PERCENT AND THIS GROWTH TREND IS LIKELY TO CONTINUE DURING THE FORESEEABLE FUTURE. ANOTHER CATALOG SHOW DURING FY 1980 IS RECOMMENDED AS A FOLLOW-UP TO THE VERY SUCCESSFUL FY 1975 CATALOG SHOW.

E. CAMPAIGN NUMBER 5: PRIORITY RANK: 9

CAMPAIGN TITLE: LEATHER PROCESSING, TANNING AND FINISHING EQUIPMENT

OBJECTIVE AND RAIONALE: MARKET RESEARCH TO ASCERTAIN THE PRECISE SIZE OF THE INDIAN MARKET FOR LEATHER PROCESSING, TANNING AND FINISHING EQUIPMENT IS BEING CONDUCTED UNDER THE FY-1978 CCP. DESK RESEARCH INDICATES THAT THIS IS A POTENTIAL AREA FOR US COMPANIES TO INCREASE EXPORTS AND TO ESTABLISH INDIAN JOINT-VENTURES. INDIA HAS ONE OF THE LARGEST CATTLE POPULATIONS OF THE WORLD AND IS A MAJOR PRODUCER AND EXPORTER OF HIDES AND SKINS.

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THE GOI IS MAKING AN EFFORT TO ENCOURAGE THE
DEVELOPMENT OF PROCESSING, TANNING AND FINISHING
OF HIDES AND SKINS IN INDIA SO AS TO BE ABLE TO
OBTAIN A HIGHER PER UNIT RETURN THROUGH EXPORTS OF
FINISHED LEATHER AND LEATHER PRODUCTS. UNDER THE
CURRENT IMPORT POLICY 59 DIFFERENT TYPES OF
EQUIPMENT FOR TANNING AND FOR THE CONVERSION OF
LEATHER INTO FINISHED PRODUCTS HAVE BEEN PLACED IN
THE OPEN GENERAL LICENSE (OGL) CATEGORY. SEVERAL
LARGE GROUPS IN THE PUBLIC AND PRIVATE SECTORS HAVE
PLANS TO ESTABLISH MODERN, LARGE-SCALE, FACILITIES
FOR LEATHER PROCESSING AND FINISHING. THE CURRENT
LEVEL OF INDIAN IMPORTS OF EQUIPMENT WITHIN THIS
PRODUCT CATEGORY IS ESTIMATED AT ABOUT DOLS8-10 MILLION
AND FOR THE COMBINED FIVE-YEAR PERIOD 1979-84 IT IS
ESTIMATED BY INDUSTRY REPRESENTATIVES THAT TOTAL
IMPORTS WILL BE ANYWHERE BETWEEN DOLS80 TO DOLS110 MILLION.
ALTHOUGH MARKET RESEARCH HAS NOT BEEN COMPLETED,
PRELIMINARY RESEARCH TENDS TO BE STRONGLY IN FAVOR
OF MOUNTING A CATALOG SHOW EARLY IN FY-1980
SUPPORTED BY THE PRESENCE OF ONE OR MORE INDUSTRY
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TECHNICAL REPRESENTATIVES TO WIDELY DISSEMINATE
INFORMATION ON US PRODUCT AVAILABILITY AND ON US
INNOVATIONS IN THIS AREA.

F. CAMPAIGN NUMBER: 6 PRIORITY RANK: 10

CAMPAIGN TITLE: POLLUTION CONTROL EQUIPMENT

OBJECTIVE AND RAIONALE: THIS IS A RELATIVELY NEW INDUSTRIAL AREA BUT THE AWARENESS OF THE NEED FOR POLLUTION CONTROL IN INDIA HAS DEVELOPED QUITE STRONGLY. THE MINISTRY OF SCIENCE AND TECHNOLOGY AND THE PLANNING COMMISSION HAVE INDICATED THAT INCREASED ATTENTION TO MAINTAINING A PROPER ECOLOGICAL BALANCE IN SO FAR AS FUTURE INDUSTRIAL DEVELOPMENT IS CONCERNED WILL BE STRICTLY ENFORCED. IN FACT, THE CENTRAL AND THE STATE GOVERNMENTS AND SEVERAL CITY ADMINISTRATIONS ARE INCREASINGLY STIPULATING THAT EXISTING AND FUTURE INDUSTRIAL PLANTS MUST MAKE PROVISION FOR POLLUTION CONTROL. AS A RESULT, THIS AREA MAY BE EXPECTED TO OFFER PROMISING SALES OPPORTUNITIES FOR US PRODUCERS OF POLLUTION CONTROL EQUIPMENT AND DEVICES DURING THE NEXT SEVERAL YEARS. MARKET RESEARCH WILL BE COMPLETED DURING FY 1978 AND AN APPROPRIATE TRADE PROMOTION EVENT RECOMMENDED FOR TAKING FULLEST ADVANTAGE OF EXISTING AND FUTURE BUSINESS POTENTIAL.

3. SECTION IV - OTHER SPECIAL POST EFFORTS

A. ACTIVITY NUMBER: 1 PRIORITY RANK: 1

ACTIVITY TITLE: MAJOR PROJECTS REPORTING

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DESCRIPTION/JUSTIFICATION: MAJOR PROJECTS OF GOI AND STATE GOVERNMENTS AS WELL AS OF LARGE PUBLIC AND PRIVATE SECTOR UNDERTAKINGS ARE FINANCED IN FULL OR IN PART BY INTERNATIONAL FINANCIAL INSTITUTIONS AND, WHERE PRIORITY GOI PROJECTS TO MEET DEVELOPMENT GOALS ARE CONCERNED, FREE FOREIGN EXCHANGE IS ALSO UTILIZED TO COVER THE COSTS OF IMPORTED EQUIPMENT AND COMPONENTS. WITH THE RECENT SIGNIFICANT IMPROVEMENT IN GOI FOREIGN EXCHANGE RESERVES, THE INDIAN GOVERNMENT MAY BE EXPECTED TO FINANCE AN INCREASINGLY LARGER SHARE OF THE FOREIGN IMPORT COMPONENT OF MAJOR PROJECTS. CONSEQUENTLY, MAJOR PROJECTS THAT APPEAR TO OFFER OPPORTUNITIES TO US MANUFACTURERS AND SUPPLIERS OF HIGH-VALUE AND HIGH-TECHNOLOGY EQUIPMENT, PRODUCTS AND SERVICES IN AREAS SUCH AS OIL EXPLORATION, DRILLING AND REFINING; THERMAL, HYDRO AND GAS POWER GENERATION AND DISTRIBUTION; CERTAIN DEFENSE RELATED EQUIPMENT; ELECTRONICS/COMMUNICATIONS; AND INDUSTRIAL PRODUCTS WILL BE IDENTIFIED AND REPORTED TO ENABLE US INDUSTRY TO TAKE FULLEST ADVANTAGE OF SUCH BUSINESS POTENTIAL. UNDER THIS ACTIVITY, POSTS IN INDIA WILL ALSO INITIATE ACTIONS TO DETERMINE REQUIREMENTS FOR IMPORTED EQUIPMENT AND TECHNOLOGY THAT MAY EMERGE AS A RESULT OF THE CONSIDERABLE EMPHASIS BEING PLACED BY GOI ON PROMOTING

WIDESPREAD RURAL AND AGRICULTURAL DEVELOPMENT.

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B. ACTIVITY NUMBER: 2 PRIORITY RANK: 8

ACTIVITY TITLE: MODERNIZATION OF AIR INDIA
(INTERNATIONAL) AND INDIAN AIRLINES (DOMESTIC), AND
DEVELOPMENT OF THIRD-LEVEL FEEDER AIRLINE.

DESCRIPTION/JUSTIFICATION: MODERNIZATION OF THE TWO
INDIAN AIRLINES AND THE DEVELOPMENT OF A THIRD-
LEVEL FEEDER AIRLINE WILL PROVIDE OPPORTUNITIES FOR
SALES OF U.S. COMMERCIAL AIRCRAFT AND SUPPORT
EQUIPMENT. AS THE FUNDING INVOLVED IS SUBSTANTIAL
AND THE DECISION MAKING PROCESSES ARE USUALLY
COMPLICATED AND EXTENDED, SPECIAL EFFORTS ARE
REQUIRED BY THE MISSION TO KEEP ABREAST OF PROGRESS
IN THESE AREAS.

C. ACTIVITY NUMBER: 3 PRIORITY RANK: 7

ACTIVITY TITLE: PETROCHEMICAL PROCESSING PLANTS

DESCRIPTION/JUSTIFICATION: OFFSHORE CRUDE OIL AND
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NATURAL GAS FROM THE BOMBAY HIGH DEPOSITS SHOULD BE APPROACHING FULL PRODUCTION IN THE COMING TWO OR THREE YEARS. PLANS FOR UTILIZATION OF THE GAS AND CRUDE WILL BE IN FORMATION. OPPORTUNITIES WILL EXIST FOR US CONSULTANCY ENGINEERING SERVICES IN PLANNING AND CONSTRUCTING DOWNSTREAM PETROCHEMICAL FACILITIES AND IN THE SALES OF RELATED US EQUIPMENT. THE EMBASSY RESOURCES ATTACHE AND THE COMMERCIAL STAFF OF CONSULATE GENERAL BOMBAY WILL BE ALERT TO REPORT ON SUCH OPPORTUNITIES.

D. ACTIVITY NUMBER: 4 PRIORITY RANK: 2

ACTIVITY TITLE: PROTECTION AND FACILITATION OF US INVESTMENT

DESCRIPTION/JUSTIFICATION: PROTECTING OF US INVESTMENT AND ADVICE TO AMERICAN FIRMS CONSIDERING JOINT VENTURES IN INDIA REQUIRES KNOWLEDGE OF THE CURRENT GOI LAWS AND REGULATIONS APPLICABLE TO SUCH VENTURES. THE MISSION WILL ALSO CLOSELY FOLLOW THE APPLICATION OF LAWS AND REGULATIONS BY THE GOI IN SPECIFIC AREAS. MISSION WILL CONTINUE TO REPORT AND INTERPRET ANY CHANGES IN THE LAWS AND REGULATIONS APPLICABLE TO US COMPANIES.

E. ACTIVITY NUMBER: 5 PRIORITY RANK: 3

ACTIVITY TITLE: FOREIGN BUYERS PROGRAM

DESCRIPTION/JUSTIFICATION: INDIA IS INTERESTED IN THE LATEST TECHNOLOGY IN SELECTED INDUSTRIES AND IN THE MODERNIZATION AND DEVELOPMENT OF KEY UNCLASSIFIED

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INDUSTRIES OF THE ECONOMY. US TRADE SHOWS OFFER SPECIAL OPPORTUNITIES FOR DECISION MAKERS FROM THE PUBLIC AND PRIVATE SECTORS TO VIEW FIRST-HAND THE LATEST INNOVATIONS IN TECHNOLOGY AND IN EQUIPMENT OF US MANUFACTURERS. THIS PROGRAM OFFERS GOOD POTENTIAL FOR THE SALE OF US EQUIPMENT AND TECHNOLOGY AT MINIMAL COST. WE WILL PUBLICIZE SHOWS APPROPRIATE FOR INDIAN BUYERS THROUGH INDIAN TRADE ASSOCIATIONS, DIRECT MAIL, AND OUR MONTHLY "COMMERCIAL NEWSLETTERS".

F. ACTIVITY NUMBER: 6 PRIORITY RANK: 11

ACTIVITY TITLE: MARKET RESEARCH

DESCRIPTION/JUSTIFICATION:

-- SOLAR ENERGY EQUIPMENT. INDIA IS VERY MUCH INTERESTED IN DEVELOPMENT OF SOLAR ENERGY AND IS CURRENTLY CONDUCTING RESEARCH IN THIS FIELD BOTH ON ITS OWN AND IN COLLABORATION WITH THE US. TECHNOLOGY SHOULD HAVE REACHED THE POINT WHERE A SURVEY OF THE COMMERCIAL MARKET CAN IDENTIFY THE POTENTIAL FOR US MANUFACTURERS OF SOLAR ENERGY EQUIPMENT AND OF TRANSFERS OF US TECHNOLOGY.

-- SCIENTIFIC AND INDUSTRIAL INSTRUMENTATION. WITH THE DEVELOPMENT OF THE PETROCHEMICAL AND OTHER INDUSTRIES, THIS MARKET IS BECOMING ATTRACTIVE TO US MANUFACTURERS WHICH ARE LEADERS IN THE TECHNOLOGY IN THESE AREAS.

-- INDUSTRIAL PACKAGING AND PROCESSING EQUIPMENT. AN INITIAL MARKET SURVEY WAS DONE IN 1975. PROJECTIONS FOR CONTINUED EXPANSION OF
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EXPORTS AND A RISING LEVEL OF SOPHISTICATION IN THE DOMESTIC MARKET SHOULD MEAN INCREASING USE OF ADVANCED INDUSTRIAL PACKAGING AND PROCESSING EQUIPMENT.

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-- FOOD PROCESSING EQUIPMENT. PROSPECTS ARE THAT THIS INDUSTRY WILL STILL BE AT A RELATIVELY LOW TECHNOLOGICAL LEVEL IN 1980/81. HOWEVER, POSSIBLE EXPANSION BY THAT TIME OF THE FOOD PROCESSING INDUSTRY INDICATES THAT A SURVEY IS JUSTIFIED TO DETERMINE THE STATE OF DEVELOPMENT AND THE SIZE OF THE MARKET.

G. ACTIVITY NUMBER: 7 PRIORITY RANK: 14

ACTIVITY TITLE: MONTHLY COMMERCIAL NEWSLETTER

DESCRIPTION/JUSTIFICATION: THE MONTHLY COMMERCIAL NEWSLETTER, WHICH IS MAILED TO APPROXIMATELY 6,000 COMPANIES AND INDIVIDUALS THROUGHOUT INDIA, IS AN EFFECTIVE METHOD OF PROMOTING US EXPORTS AND COMMERCIAL INTERESTS. WE INTEND TO WORK TOWARD IMPROVEMENT OF DESIGN AND LAYOUT TO INCREASE ITS EFFECTIVENESS AS A MEDIUM FOR SALES PROMOTION AND TECHNOLOGY DISSEMINATION.

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H. ACTIVITY NUMBER: 8 PRIORITY RANK: 15

ACTIVITY TITLE: COMMERCIAL LIBRARIES

DESCRIPTION/JUSTIFICATION: LARGE NUMBERS OF INDIAN BUSINESSMEN USE THE FOUR US COMMERCIAL LIBRARIES IN INDIA FOR INFORMATION ON US PRODUCTS AND COMPANIES. EFFORTS WILL CONTINUE TO EXPAND AND DIVERSIFY COMMERCIAL REFERENCE MATERIALS. HOPEFULLY WE WILL ALSO HAVE RECEIVED EXPORTER/AGENT MICROFICHE INFORMATION SYSTEM AND BE JUDGING THE USEFULNESS OF THIS SYSTEM IN HANDLING TRADE INQUIRIES.

I. ACTIVITY NUMBER: 9 PRIORITY RANK: 12

ACTIVITY TITLE: EXPORTS ARISING FROM US AID PROGRAM

DESCRIPTION/JUSTIFICATION: DURING FY-78 US AID

ASSISTANCE WILL BE REINSTITUTED IN INDIA WITH FUNDING OF APPROXIMATELY DOLS60 MILLION. THE INITIAL PROJECTS, WHICH ARE UNDER DISCUSSION BY THE TWO GOVERNMENTS, WILL PROBABLY BE IRRIGATION AND MALARIA CONTROL AND RESEARCH GRANTS. IT IS EXPECTED THAT AID ASSISTANCE FOR FY-80 WILL BE MORE THAN THE DOLS60 MILLION FOR FY-78 AND COULD FUND PROJECTS SUCH AS IRRIGATION (SMALL FOREIGN EXCHANGE COMPONENT), FOODGRAIN STORAGE FACILITIES (ESTIMATED 20 PERCENT FOREIGN EXCHANGE COMPONENT), MALARIA CONTROL, RURAL ELECTRIFICATION, AND RESEARCH IN ENERGY SOURCES AND AGRICULTURE. AS THE AID ASSISTANCE PROGRAM TAKES SHAPE, MISSION WILL IDENTIFY THE PROSPECTS FOR US EXPORTS OF EQUIPMENT, SERVICES, AND MATERIALS.

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J. ACTIVITY NUMBER: 10 PRIORITY RANK: 16

ACTIVITY TITLE: TECHNOLOGY TRADE PROMOTION EVENT

DESCRIPTION/JUSTIFICATION: STUDY AND EVALUATE THE FEASIBILITY OF SPONSORING A PROMOTION EVENT IN WHICH US COMPANIES WILLING TO EXPLORE THE POSSIBILITIES FOR JOINT VENTURES IN INDIA FOR THE TRANSFER OF TECHNOLOGY WOULD BE INTRODUCED TO PROSPECTIVE INDIAN PARTNERS. TECHNOLOGY TRANSFER IS EMPHASIZED BY THE GOI AND, IN SELECTED INDUSTRIES, PROSPECTS FOR US COMPANIES NEED TO BE IDENTIFIED.
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Disposition Action: n/a
Disposition Approved on Date:
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Errors: N/A
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Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4bf1a2d4-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 12
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 2688
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3561956
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAMS-PRELIMINARY CONTRIBUTIONS FOR FY-1980
TAGS: BEXP, AFSP, IN
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/4bf1a2d4-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
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